

WEEKLY PUBLICATION OF THE OVERSEAS PRESS CLUB OF AMERICA

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May 9, 1964

Culligan To Speak

The man who rebuilt the Curtis Publishing empire — Matthew Culligan — will tell how he did it at Friday's Press Luncheon.

Culligan, Chairman and President of Curtis, was guiding force behind the revamping of Curtis magazines — notably the *Saturday Evening Post* — to pull the company out of a slump.



Culligan

Revitalizing operations is nothing new to Culligan, who did much the same for the NBC Radio Network by restoring it to a profitable position. He's also credited with giving new life to many of the network's television features, such as "Today" and "Tonight".

Editors of the Curtis publications, including the *Post*, *Ladies Home Journal*, *The American Home*, *Holiday* and *Jack & Jill*, plan to attend the luncheon with Culligan. Luncheon, 12:30 p.m. is \$3.00.

History Smiles Down on OPC Grill

From Columbia University's collection of famous front pages of U.S. journalism have come a new motif for the OPC's bar-grill (see page 4-5), where newsmen today can look upon the great stories of yesterday.

Almost all of the front pages feature famed examples of foreign correspondence of other decades. A dispatch from Havana tells of the blowing up of the battleship Maine. A dispatch from Paris tells of Lindbergh landing after his illustrious Atlantic flight, and a radio dispatch from at sea, reportedly received by Gen. David Sarnoff when he was a telegrapher, says the Titanic has sunk

(Cont'd on page 5)

BULLETIN LOSES ITS FISCAL PALLOR, APRIL ADS NET RECORD EARNINGS

As Club officers uneasily eye the approaching summer months — the traditional lean period in revenues — the *Bulletin* is shedding its "deficit" label and initiating its long-awaited move into the "black".

Net ad income for last month, for example, surged to \$1,135, more than double March earnings, and not too far under the entire first quarter total.

JUNE 1 IS BLUE CROSS DEADLINE

Club members who want to get Blue Cross-Blue Shield Insurance at special group rates must send in their signed applications before June 1.

Forms, plus information on the 21-day or 120-day contracts and current dues chart, may be obtained by writing Mrs. Marion Cousens at the Club's accounting office.

Insurance helps defray the cost of hospital stays at home and abroad and helps meet the main part of doctor bills while hospitalized. Plans are available for individuals, couples, and families.

In a report (see following) to the Board of Directors, *Lawrence Mihlon*, *Bulletin* chairman, explained this trend-bucking move by pointing out that "as of this date 14 new advertising contracts, averaging 13 weeks, have been sold, and 29 more contracts have been pending and should be completed by Summer 1964".

Some of the scheduled display advertisers currently on the books are: Burson-Marsteller; Bache & Co.; BOAC; TWA; OPC House Operations Committee; Cities Service Oil Co.; Pan American Airways; Mutual of Omaha; Smith-Corona; R.R. Bowker Co.; and Chemical New York Bank.

Other advertisers that have contributed to current income include Palmetto Bay, Mead Co; Volkswagen of America, I.T.&T., and the Associated Press.

Mihlon went on to say that while "revenues have not been computed yet (a financial report will be prepared later and presented to the Board), it is safe to predict that advertising performance like this will soon erase any operating deficit incurred by the *Bulletin*."

The report also anticipated that the current advertising drive will be turning a profit by midsummer." And the J.D. Barnes Org., space rep, is convinced that the sales program on stream should result in a 32-page publication next year.

Thus, "these profits," Mihlon emphasizes, "will enable the *Bulletin* to expand its format, purchase new type, and improve news coverage — at no cost to members or the OPC treasury."

(Cont'd on page 5)

TIME Runs Out in Moscow

Time Magazine's Moscow bureau was closed down by the Soviet government last week in retaliation for the publication's "vicious anti-Soviet article containing slanders" in the issue with a cover picture of Lenin.

144

**TWA jets
per week
between
the U.S.
and Europe!**



Newsbreak? Jump on the next TWA jet out. More of them will cross the Atlantic this spring and summer than ever before.

Only TWA can fly you direct to all ten of these great European cities—London, Paris, Rome, Frankfurt, Milan, Zurich, Geneva, Athens, Madrid and Lisbon.

Non-stop TWA jets to Europe leave New York, Washington* and Boston. From Los Angeles and San Francisco, fly the Polar Route non-stop or go via New York, with no change of terminal. From Chicago and Detroit, TWA service is direct—no change of plane. For reservations, call TWA or see your travel agent and specify TWA.

*Effective June 15



Calendar

NOTICE: All reservations will be charged to members' accounts unless cancelled in writing 24 hours prior to function.

(Tapes of the Wednesday Luncheons are broadcast regularly at 5 p.m. over WNYC.)

Tues., May 12 – Book Fair, featuring books by OPC authors. Display begins at 5 p.m. Cocktails, dinner later. \$4.15.

Tues., May 12 – Metropolitan Opera Studio Concert.

Wed., May 13 – Going Away Party for the New York Herald Tribune Owl. 6:30 p.m. Buffet, 7:30 p.m.

Wed., May 13, Screening, "Conversations at the Summit," Arnold Michaelis interview with India's Prime Minister, Jawaharlal Nehru. 9 p.m.

Fri., May 15 – Luncheon, with Curtis Publishing's Matthew Culligan, on "Revival of The Curtis Empire". 12:30 p.m. \$3.

Fri., May 15 – Journalism Workshop for High School Editors. Art Buchwald, speaker. Session starts at 1:30 p.m.

Mon., May 18 – Press Conference, with members of Algerian Parliament. 11:30 a.m.

Mon., May 18, Cocktail Party, with entertainment by Flamenco Dancers. 5:30 to 7:30 p.m.

Wed., May 20 – Wednesday Luncheon, with Dr. Samuel Gould, of educational television Channel 13. 12:30 p.m. \$3.

Thurs., May 21 – N.J. Centennial Regional Dinner. Cocktails, 6:30. Dinner, 7:30 p.m. \$5.

Thurs., May 21 – OPC Charter Flight leaves New York for Paris, returns June 21 from London.

Mon., May 25 – Presentation of Robert Capa bust. 6:30 p.m.

Wed., May 27 – Concert, with Elena Raina, soprano. 8:30 p.m.

Thurs., June 4 – Foreign Language Dinner.

Fri., June 5 – Luncheon with Israeli Prime Minister Levi Eshkol. 1–2:15 p.m.

Indian Defense Minister Open House Speaker

Indian Defense Minister Y.B. Chavin will make his first New York appearance at a special OPC Open House Dinner Thursday evening, May 28.



AS CAPA SAW D-DAY: British SeeBees look for friends among dead on Normandy beach in this shot by Robert Capa.

(Photo courtesy Life Magazine)

OPC TO GET CAPA BUST IN MAY 25th RECEPTION

A bronze bust of renowned World War II photographer Robert Capa will be presented to the OPC by his brother, Cornell Capa, during a 10th floor reception May 25.

The Top of the Club Committee, which is arranging the event, said that leading photographers, photography groups, publishers and many other noted persons will attend.

Presentation will be made on the 10th anniversary of Capa's death in Indochina (Viet Nam), also publication date for a posthumous volume "Images of War".



Meet Your Wife at the WEDNESDAY NIGHT BUFFET

Every Wednesday Night
7 p.m. to 9 p.m.

You can make the theatre easily – and did you know the OPC has "twofors" to Broadway hits? Pick up at front desk.

YOUR CLUB HAS HOTEL ROOMS

Double with bath
Single w/o bath

RESERVE AT FRONT DESK

Triple Treat Evening May 13; A Nehru Film and Goodbye to Old Herald Owl

Next Wednesday is a triple-treat night, offering a genuine hootenanny (for an owl), a sumptuous buffet, and a screening of an interview with Prime Minister Nehru of India.

The hootenanny is a bon voyage party for Hibou de la Presse, the copper owl from the old *New York Herald* building who's headed for a new perch above the portals of the Paris edition of the *New York Herald Tribune*. Hibou, brother or sister of the OPC's three hammered copper owls, is signed up (one way) on the Charter Flight the following week. Owl toasting is from 6-8 p.m. in the Bistro, just prior to the regular Wednesday buffet.

"The Owl of the Press", on permanent loan from a basement at New York University, once blinked with a garland of owls atop the *New York Herald's* Italian marble palace in Herald Square. Made in Paris in about 1894, they delighted Commodore Bennett, founder of the *Paris Herald*, and horrified architect Stanford White.

The transfer was negotiated by *Paris Herald* editor Bernie Cutler and *George McCadden* last fall. The bird has been restored to its original copper finish and weatherproofed with a secret new process being applied for the first time to an art object. *Paul Rugile*, pr man for the International Copper Research Association which did the restoration, and Charter chairman *Madeline D. Ross* jointly named him (or her) Hibou de la Presse. McCadden arranged the owl's fancy sendoff at the Club.

* * * *

JUST FOLKS AND BOOKS AT TUESDAY'S BOOK FAIR

Incurable book browsers and folksong fans will find plenty to keep them happy at the Third Annual OPC Book Fair Tuesday.

Current books by more than 70 OPC authors will be on display and on sale at special Club prices, beginning at 5 p.m., third floor. The evening will be capped after a 7:30 dinner with entertainment by two popular folksingers, *Phyllis Lind* and *Oscar Brand*.

John Barkham, Saturday Review Syndicate critic, will emcee the evening introducing many of the book authors in attendance.

Miss Lind, who sings folk music in 10 languages, is opening May 25 at the International Folk Show at Town Hall. Brand will be making his second consecutive Book Fair appearance.

The film, to be screened at 9 p.m. after the buffet, is "The Essential Nehru", one of a series of "Conversations at the Summit" conducted by *Arnold Michaelis*.

Filmed at the Indian Leader's residence in New Delhi, the show is due for broadcast on National Educational Television May 18, after the OPC Showing.

GOV. HUGHES IS GUEST AT N.J. REGIONAL DINNER

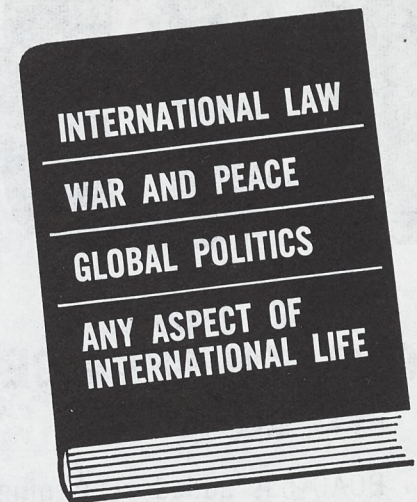
New Jersey's Governor Richard J. Hughes will be honored guest at the Regional Dinner May 21 celebrating the N. J. Tercentenary.

An elaborate board of early American foods, prepared with traditional recipes, will be served along with free-flowing applejack.

An all-expense paid weekend vacation for two at the Ritz-Carlton in Atlantic City, N.J., is among the many door prizes to be given away to guests.

Cocktails begin at 6:30 p.m. and dinner follows at 7:30. Dinner costs \$5.

for authoritative books on



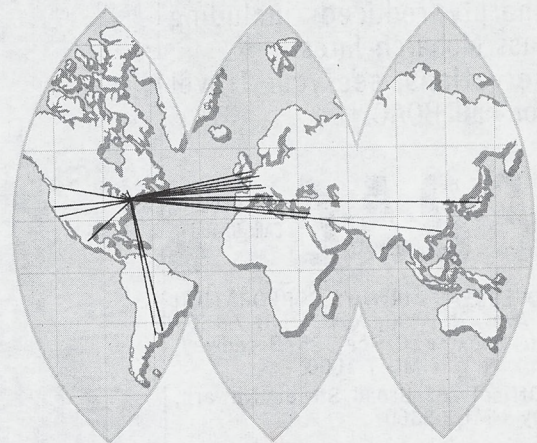
consult

FOREIGN AFFAIRS BIBLIOGRAPHY, 1952-62

Here are 10,000 of the most significant books on world affairs written in the past decade. Books listed by subject represent more than 30 languages. Each entry provides full ordering information: author, title, publisher, year, number of pages, and a descriptive annotation. Edited by Henry L. Roberts for the Council on Foreign Relations. Clothbound, 750 pages, \$20.00 net postpaid.

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R. R. BOWKER COMPANY, 1180 Avenue of the Americas, New York 10036



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Founded 1879

36 Wall Street, New York 5, N. Y.

BULLETIN REPORT

(Cont'd from page 1)

A performance like this may also encourage more OPC members to volunteer their services," he added. Any expansion of format, in fact, will require new hands to help the already hard-pressed *Bulletin* staff.

Because I consider the *Bulletin* a weekly account of the Committee's progress, this report will be brief.

In the several months since I became chairman two fundamental changes in the *Bulletin* have taken place:

1. a successful advertising campaign has been mounted
2. editorial content has been broadened and layout streamlined

Perhaps the most important of these changes as far as the Overseas Press Club is concerned is the first — advertising.

In February of this year the J.D. Barnes organization became exclusive advertising sales representative for the *Bulletin*.

Working with Barnes your Committee doubled *Bulletin* advertising rates; developed a new rate card and direct mail campaign; agreed to pay standard agency and rep commissions.

The new rates are being received with enthusiasm because they allow agency and rep alike to realize a fair profit for their efforts in our behalf.

The *Bulletin* is the only publication of its kind in the world of international journalism. With our new operating freedom, we'll be able to go even further toward producing a professional journal for the international press community. Club news, of course, will continue its essential role in the *Bulletin*. But now we'll be able to develop even more news and features of interest to the world press in general.

Summing up, the *Bulletin* is making progress. It is maturing toward a new role as an instrument of communication and prestige for the OPC and a journal of professional activity for the world press.

For this progress all of us owe a debt of thanks to the members of the *Bulletin* Committee. Their dedicated, selfless contribution of time and talent have made the difference between persistent deficit and editorial blandness and the exciting new era we face today.

The *Bulletin* managing editor, Sibby Christensen, deserves special applause. Hers is undoubtedly the toughest job in the Club. She must be diplomat, nursemaid, information center and one-man band. All of this while supervising the production of every *Bulletin* issue. Without her the *Bulletin* Committee will have little chance to think about expansion.



Rolie Frank shows one of her famous front page contributions.

ers of Today

er York Times.

HURS AFTER HITTING ICEBERG;
ARATHIA, PROBABLY 1250 PERISH;
STR MAYBE, NOTED NAMES MISSING

THE WEATHER.
Forecast for the City of New York and vicinity, May 9, 1964.
Partly cloudy with light rain in the afternoon and evening. High 68, low 52.

Partial List of the Saved.
The names of the survivors of the shipwreck of the liner *SS. Andrea Doria* on May 7, 1964, are being published. The ship was struck by an iceberg in the North Atlantic, about 100 miles off the coast of Newfoundland. The ship was carrying 1,000 passengers and crew. The ship was damaged but did not sink. The ship was towed to the harbor of New York City. The ship was damaged but did not sink. The ship was towed to the harbor of New York City.

WE DAY!

Full Surrender

REIMS, France, May 7 (AP)—Germany surrendered unconditionally to the Western Allies and Russia at 241 a.m. French time today. This was at 841 p.m. Eastern war time Sunday.

The surrender took place at a little red school house which is the headquarters of Gen. Eisenhower.

The surrender which brought the war in Europe to a final end, was signed by Gen. Eisenhower, Gen. Charles de Gaulle, and Gen. George Patton.

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l'aube
Vive la France!
Vive de Gaulle!

PARIS EST DELIVRE

"LA REPUBLIQUE Les forces françaises et alliées SERA PROCLAMEE A L'HOTEL DE VILLE"

Union et courage

PARIS N'A JAMAIS CESSÉ D'ESPERER

Se rangeant aux côtés des Alliés La Roumanie libère la Transylvanie

San Francisco Chronicle

BATTLE SHIP MAINE BLOWN UP IN THE HARBOR OF HAVANA.

A Terrific Explosion Rends the Magnificent Machine of War and Brings Death to Hundreds of the Brave Fellows Upon Her.

THE NEWS IN WASHINGTON

THE NEWS IN WASHINGTON

THE NEWS IN WASHINGTON



THE OVERSEAS PRESS BULLETIN

The Overseas Press Bulletin is published weekly by the Overseas Press Club of America, Inc., for its members around the world. Requests for advertising information and all other communications should be addressed to Miss Sibby Christensen, The Overseas Press Bulletin, 54 W. 40th St., New York, N.Y. 10018. Tel.: LW 4-3500. Classified deadline: Mon. noon. Final deadline: Tues. noon.

Bulletin Committee Chairman:
Lawrence F. Mihlon

Managing Editor: Sibby Christensen

Editor This Week: Larry Schmeidler

ADVERTISING REPRESENTATIVE: J.D. Barnes
Organization, Inc., 155 West 46th St., N.Y.C.
Tel. CI 6-4918.

Letters

Editor, *Bulletin*:

The other day a smartly dressed young man knocked on the office door and introduced himself as the holder of one of those expensive traveling journalism scholarships. A recent graduate of one of the better known journalism graduate schools, he said he had worked summers for one newspaper and had left a copy boy job on a big metropolitan daily to use his scholarship. Now he was traveling about Europe, writing articles for some small dailies.

At this point he asked me to loan him an American magazine containing an article about Yugoslav Workers Councils. "I want to get the background so I can write an article for my papers," he explained. Somewhat surprised, I handed him the magazine and said, "Since you are going to be in Yugoslavia a few days why don't you go to the Information Secretariat and ask them to arrange a visit to a Workers Council?"

The boy's eyes bulged and he replied, "Why I never thought of that — I was just going to rewrite this piece."

My question: is this the cream of the crop, a youth with a \$9,000 education and an umpty-thousand dollar scholarship who goes to Europe to rewrite somebody's magazine article? What in blazes are they teaching in those schools — rewriting instead of legwork? Maybe they ought to introduce courses in physical fitness.

Incidentally, we in Belgrade resented the patronizing tone of Hal Lehrman's reply to our Joe Peters about the cutting of a *Bulletin* issue.

David Binder
(Balkan correspondent,
The New York Times)

PRESIDENT'S COLUMN

Greetings and congratulations of all sorts have flowed in on us at the start of our Silver Jubilee year. In addition to Mayor Wagner's proclamation of Overseas Press Club Week and the New York City Council's unanimous expression of "appreciation of the work of the (OPC) in bringing information and news to our citizens", these were some of the others:

An editorial "25 Years Ago" in the *Jersey* (N.J.) *Journal*:

"Mention 'foreign correspondent' and movie fans at once envision theatrical journalists helping expose a spy ring, rescuing beautiful prisoners or reinstating political leaders overthrown by traitors. . . . In real life it is more prosaic but still dangerous. A list of 96 names at the (OPC), commemorating reporters killed in the line of duty during the past 25 years, is clear evidence that the price of a story can be a life.

"One function of the OPC is to defend the freedom of the press; it is quick to pillory any regime caught violating this basic right. Another is to arouse and maintain interest in the plight of newsmen imprisoned for reporting the facts. . . .

"Mayor Wagner (paid, in his proclamation,) a fitting tribute to the 3,500 OPC members throughout the world — from famous capitals to jungle outposts — dedicated to keeping all nations informed about all others."

The New York World-Telegram & Sun in an anniversary piece piqued commuter train and subway interest with three questions as a lead to a feature on the OPC:

"Where can you tell the King of Afghanistan to stop mumbling and speak up?

"Where could you hear Undersecretary of State W. Averell Harriman explain the test ban treaty as soon as he had initialed it?

"What organization offers a sounding board for any of the world's controversial figures who want to be heard?"

The enthusiastic answer in each case was OPC. (The remark about Afghanistan's monarch referred to a bit of OPC royal history at 54 West 40th Street during the past year. The Afghan ruler only once before in his life had given a press conference and did not have very good microphone technique. It all worked out well, however, for the royal interpreter heard everything and repeated it in fine bell tones.)

Barrett McGurn

Editor, *Bulletin*:

Our affectionate congratulations on your Silver Jubilee Awards Dinner. You unite the world in an unbreakable chain, every link of which is true gold.

For us, your OPC *Bulletin* has made a desert blossom as the rose. You have sent it to us, for years and we have kept every issue. Our plan is to have them bound.

On that wonderful occasion — April 7, 1964 — we were with you in spirit. We have not been active, socially, for the past several years. Regretfully, neither have we been faithful in our correspondence, though letters still come from all parts of the world. The series of hospitalizations have not lessened the devotion to our beloved OPC.

God's richest blessing be with you individually and collectively, wherever you go. Appreciation, warm and sincere, to our OPC, for the friendly interest it has shown us all these years.

Lottie and Joe Flood
Austin, Texas

Algerian Legislators at May 18 Press Conference

Five members of the Algerian Parliament will be at the Club at 11:30 a.m. May 18 for a press conference.

They are the first members of the lawmaking group to visit the U.S.; their purpose is to appeal for help for the estimated 180,000 orphans of the Algerian revolt. They will be talking to UN and philanthropic groups about the problem during their stay.

One member of the delegation will be Mme Fatima Khemisti, widow of the assassinated foreign minister. The others are Abdelkader Ammar-Mouhoub, Father Alfred Berenguer, Dr. Leon Paul Durand and Omar Oumrane.

Mme Khemisti was a resistance fighter during the Algerian war, and has served as an Algerian UN delegate. The men also were involved in the Algerian resistance.

The group plans a three-week U.S. stay, starting May 9.

Bohlen and Lemnitzer To Attend Paris Party

U.S. Ambassador to France Charles E. Bohlen and the Supreme Allied Commander in Europe, General Lyman L. Lemnitzer, have accepted invitations to be guests of honor at the welcome reception for Charter Flight members in Paris, on Friday, May 22.

The reception will be held at the roof garden Terrasse Martini, 52 Champs Elysees, Paris 8e (Ascenseur A), from 6 to 8 p.m.

French Foreign Minister Maurice Couve de Murville and Information Minister Alain Peyrefitte also have been invited as guests of honor, along with the 50 members of the OPC stationed in Paris and other French and American journalists and officials.

The TWA charter flight arrives at Orly airport at 8:10 a.m. the same morning.

Arrangements for the party are being made by a committee headed by Bernard S. Redmont, and including Maurice Hendrik Bood and Art Watt, as well as Bernard Vennier, TWA public relations. All OPCers in the Paris region are invited to the party.

MEMBERSHIP APPLICATIONS ASSOCIATE

KAZUO FUJINEI — Japan Broadcasting Corp., New York. Proposed by *Osgood Caruthers*; seconded by *Jess Gorkin*.

KURT JUHN — Neue Illustrierte, New York. Proposed by *Jess Gorkin*; seconded by *Rosalind Massow*.

MALCOLM M. KILDUFF — Assistant Press Secretary to the President of the United States, Washington, D.C. Proposed by *Jess Gorkin*; seconded by *Basil Littin*.

WILLIAM J. MILLER — U.S. Information Service, Bombay, India. Proposed by *Charles E. Egan*; seconded by *John Stuart*.

DAVID T. MIZRAHI — Al-Hayat, Le Commerce du Levant, New York. Proposed by *Jess Gorkin*; seconded by *Rosalind Massow*.

AFFILIATE

CAROL MURRAY — Touche, Ross, Bailey & Smart, New York. Proposed by *Walter H. Diamond*; seconded by *Andrew Weil*.

JEAN C. WILLIAMSON — Newsweek, Inc., New York. Proposed by *Philip C. Clarke*; seconded by *Arthur L. North*.

The Admissions Committee announces the transfer to active membership of the following members:

Alexander J. Buttice — Director, Radio and TV, Radio Free Europe Fund, Inc., N.Y.

Max Francis Roden — Free-lance, New York.

The Admissions Committee announces the reinstatement to active membership of the following member:

William J. Coughlin — American Aviation Publications, Washington, D.C.

Placement

New York City

A-176 Crusading editor, preferably Far Eastern expert or experience, to head division combatting communism and fellow-travelling in the Orient through mass media means. Must be free to travel, have various abilities to fit duties. Salary open. Kindly submit reasons you fit this permanent post.

A-175 Free-lance writers wanted for growing monthly news magazine; particularly needed are specialists in Far East, Middle East and Latin American affairs; short articles on bi-monthly or monthly basis; payment on piece basis.

A-173 Wanted: Executive editor for trade magazine in manufacturing and retailing area. Also to assist on consumer sports magazine. Trade background exp. required. Must be creative with strong writing ability. Salary: \$12-13,000.

A-172 Pharmaceutical specialist wanted for leading P. R. agency. Must have publicity know-how in ethical drugs promotion, speech writing, p.r. programming. Salary: \$15,000.

A-171 Industrial writer wanted by P.R. agency to handle chemical & paper industry accounts. Technical writing area. Must have solid understanding chemistry. Salary: \$13,000.

Washington, D.C.

A-174 Wanted: Picture editor of top-notch quality; must be able to plan and recognize news pictures; be able to develop photo stories; write meaningful, terse captions. Salary open.

Pennsylvania

A-166 Combination advertising copywriter/p.r. man wanted by machine manufacturing co. Must have at least 2 yrs. exp. Send resumes stating salary needs.

Kingston, BWI

A-165 Wanted: P. R. man to relocate in Jamaica, to handle tourist p.r. Office in Kingston. Newspaper/p.r. exp. required. Salary: \$8,000.

Please write c/o Box No. attention S.E. Korsen, Placement Com. Chairman, Overseas Press Club.

Classified

WANTED TO RENT: Newsman wants two or three bedroom furnished apartment June-July preferably in East Manhattan or West Village. Ken Slocum, Wall Street Journal, 711 W. Monroe St. Chicago.

LARGE E. 53rd St. apt, 4½ rms, \$330. Liv. rm. 40 ft long, 2 big b.r.'s, 2 bths, wind. kitch, dishwr, excel bldg. garg, etc. Or will exchg., rent negot. subj. yr offer. Want 3-3½ rms Man, und \$175. HA 1-0698.

SUMMER SUBLET: 6-rm. furn. apt. incl. dishes, linens. ½ block Central Park, 5-min. walk Planetarium, museums, Shakespeare fest., 25 min. Worlds Fair. \$600 June 25-Sep 5 or \$300 Aug only. Grimes 41 W. 83, NY 24.

44th ST. OFF 5 AV. Charming hotel, 1r, br kitchnte, service plus hskpg, ¾ bdrm, air cond., hifi, TV, gar. 4 mos. Asking \$375. Root, MU 2-8060, MU 7-8578.

MAIL or DELIVER TYPED COPY to the Bulletin Office by Monday Noon, including name and address — Items will not be taken by telephone. Rates are 50¢ a line.

National Standard Company is the nation's leading producer of specialty wire and wire products. It makes piano wire and wire for guitar strings; wire for any kind of spring imaginable; and, particularly important, wire for tire bead—the reinforcing in automotive tires. One National Standard Division makes special steels for surgical instruments, and another the lithographic equipment used in printing tin cans.

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World Headquarters
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NEW YORK 17, N.Y.
MUrray Hill 2-0400

ROY MEHLMAN, Director



PEABODY AWARD: Dorothy Gordon (center), receives her medallion from John Drury, Dean of the Georgia University School of Journalism, with Peabody Board Chairman Bennett Cerf standing by. Her Youth Forum series was recognized for distinguished achievement with the award, sponsored by the Georgia University System.

PEOPLE & PLACES

By BETTY ETTER

ON THE GO: **Malcolm Browne**, AP prize-winning correspondent in Saigon, arrived in New York April 27 on a special home leave initiated by general manager **Wes Gallagher**, who visited Viet Nam recently... **Juliet Lowell** back from a month's trip to South America where, among other notables, she talked to Governor Carlos Lacerda just before the revolution... **F.H. Baer** of McGraw Hill in New York a few days last week from his Vienna base... **Gaynor Maddox**, NEA's food and nutrition editor, back from Hawaii, where he served for the third time for the kaiser All-male cook-out contest in Honolulu. Fringe benefits: dining with George Chaplin, Honolulu Advertiser editor; meeting **Roger Tatarian**, UPI, en route home from the Far East; a breakfast interview with Joan Crawford. **Daniel J. Priscu** off to Europe July 1 on a combined business and pleasure trip. **Elaine Shepard** touring Europe and

North Africa on magazine assignments and material for her next book. She will cover the Aswan Dam opening and plans stops at Paris, London, Madrid, Bonn, Belgrade, Moscow, Athens and Rome.

NEW POSTS: **Peter Weaver**, formerly of Business Week, has been appointed Washington Bureau chief for Forbes Magazine... **Ed Hersch** named radio coordinator for the Rockefeller for President campaign in California.

ARTICLES: OPC by-lines in May Reader's Digest include **Joseph P. Blank**, **Art Buchwald**, **Norman Cousins**, **Lawrence Elliott**, **Clarence Hall**, **Eugene Lyons**, **John Strohm** and **Donald Stroetzel**.... "Will Dr. Sam Sheppard Go Free This Week?" is the title of an article by **Jack Harrison Pollack** in May 3 Parade.

HONORS: **Jerry Landay**, WINS news director, flew to Phoenix last week-end to accept Sigma Delta Chi's award for "distinguished service in the field of radio reporting." To be shown at Brown University's 100th anniversary exhibition of Lincoln memorabilia, script and photographs of **Adele Nathan's** "Mr. Lincoln Goes to Gettysburg," for for which she received the 1953 National Freedom Foundation Award.... **Dorothy Gordon's** Youth Forum received a Peabody Award for distinguished achievement in television and radio during 1963.

LECTURES: **Robert I. Queen** discussed the writing of publicity and promotional materials at a special class for juniors and seniors in the School of Continuing Professional Studies at Pratt Institute. **John Strohm** was a recent speaker at Cornell U. **A. Wilfred May** headlined the annual education conference of the N.Y. Chapter, American Society of Appraisers on May 6. His subject: "Observations in the Art Market — and the Art of Buying Common Stocks."

BIRTH: A son, Dan, was born April 20 to the **Werner Renbergs**.

DEATH: **George Thomas Folster**, former chief Far East correspondent for NBC News, died after a heart attack in Tokyo April 26.

GUIDES: Volume II of the Caribbean Panorama compiled by **Helen Lowe Auble** **Aaron Einfrank**, who heads the Toronto Telegram's UN bureau, now writing a regular column, "A Guide to New York" for that paper.

CLOAK-AND-DAGGER DEPT.: **Pete Model**, Boston p.r. counsel, won a satin-lined Brooks Brothers spy cloak and an ebony-handled dagger from Abercrombie & Fitch for winning Show Magazine's contest for the most imaginative casting of the upcoming movie to be made from "The Spy Who Came In From the Cold." Duel, anyone?

WORLD-WIDE TICKER

Edited by JERRY KRISKA

MEXICO CITY. from JAIME PLENN

A large contingent of Asia correspondents is expected here for a Mid-May visit of Prince Akihito and Princess Michiko. An elaborate press room set-up, similar to those for earlier visits of DeGaulle and Queen Juliana is being installed.

Brian Bell, USIS, embassy press officer, escorted new U.S. ambassador, **Fulton Freeman**, in drive from Washington to post here **Paul Kennedy**, NY Times, on Central American tour. **Morris Rosenberg**, AP bureau chief, is visiting Caribbean bureaus. **Wilson Hall**, NBC Radio, Rio de Janeiro, was a recent visitor to the Press Club here.

Barbara Hutton's seventh marriage drew newsmen to provincial town of Jiutepec, where she has palatial winter digs. **Felipe Chano**, free-lancer drew photo assignment.

ROME from SAM'L STEINMAN

William McAndrew, NBC news chief, and wife, flew from Rome to Berlin as part of a European inspection tour. While here they joined with **Irving R. Levine**, bureau chief, in meeting with various Italian politicians. They also had a special audience with the Pope.

Robert Hawkins, Variety, will cover the Cannes Film Festival for the NY Times. Your reporter will also be on hand for The Hollywood Reporter. . . **Melton Davis** has returned from a two-week business trip to New York.

RAI-TV has started a weekly series on the press, due to run 20 weeks. Each chapter begins with a public inquest on an aspect of newspaper-reading habits, follows with a slice of journalistic history, and winds up with a live visit to a daily news of-five.

PARIS . . . from BERNARD REDMONT

NBC threw a hot send-off party for **Paul Archinard**, Paris office manager, retiring after decades in charge of network's bureau here. Among newsmen present were **William McAndrew**, executive v.p. of NBC News, and his wife; **Bernard Frizell**, who remains as chief of Paris bureau; **John Chancellor**, who goes back to U.S. for presidential campaign; **Gary Stindt**, from Berlin; and **Blair Clark**, CBS executive visiting Paris on European swing.

Another big bash was given by **Paul Ghali**, Chicago Daily News, for **Baker Marsh**, visiting foreign editor. . . **Drew Middleton**, NY Times; **Lou Cioffi**, ABC; **Frizell**, and **Curtis Prendergast**, Time-Life, covered DeGaulle's Mexican trip.

Maurice Hendrik Bood, U.S. Travel Service, and **Joe Barry**, NY Post, went Statesward. . . **Pat McNulty**, AP, off to Cannes Film Festival, and then home leave and reassignment in U.S. . . **David Schoenbrun**, spoke to American College in Paris on "The History of the Uncivil War Between DeGaulle and the Anglo-Saxons," and also to American Wives of Europeans Association, after which he left for lecture tour in U.S.